



~~~~ VERMONT WIC ~~~~

# Program & Food Guide

Effective August 2015

**WIC** WOMEN  
INFANTS  
CHILDREN  
VERMONT DEPARTMENT OF HEALTH

WIC provides healthy food,  
and a whole lot more.



## Healthy Foods



## Nutrition & Health Education



## Breastfeeding Support



## Healthcare Referrals & Community Programs

# Program Guide

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# Food Guide

|                                |    |                            |    |
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|                                |    | Cold Cereal                |    |
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| <b>Dairy</b>                   | 16 |                            |    |
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| Milk                           |    |                            |    |
| Cheese                         |    | <b>Juice</b>               | 30 |
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| Yogurt                         |    |                            |    |
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| Beans, Lentils, Peas           |    | Infant Fruits & Vegetables |    |
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| <b>Whole Grains</b>            | 22 |                            |    |
| Whole Grain Bread              |    |                            |    |
| Tortillas                      |    |                            |    |
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| Whole Wheat Pasta              |    |                            |    |



## Healthy Foods

As part of WIC, you will receive a monthly food benefit, full of nutritious food for you and your family. What you receive as your food benefit will change depending on whether you are pregnant or breastfeeding, and how old your child is from babyhood until your child turns 5. WIC foods supplement the foods you buy and provide important nutrients to help you and your children grow at each stage of development.

You will access your monthly food package with your Vermont WIC card which works just like a debit card but for food: at the beginning of every month, WIC food benefits are loaded into your account, and each time you shop with the WIC Card, the items you buy are subtracted from your account.

You can shop at the major grocery stores – like Hannaford, Shaw's, and Price Chopper – as well as many local smaller grocery stores. You choose the brands you want, and have flexibility to shop when and where you want.



and more!



## Nutrition & Health Education

One of the major benefits of being part of WIC is that you can access a variety of nutrition resources to match your interests. As a WIC family, you'll get to meet with nutrition counselors and talk about health goals that are important to you. Nutrition education will include activities and events such as: *Understanding your Baby's cues*; playgroups that support being active with your family; and, cooking classes to inspire your time in the kitchen and at the table. You can access these benefits in the ways that work best for you:



### Activities with your child

Pick from the list of activities your District Office provides each month. Visit your District's Facebook page or website, or call to find out what's happening in your area.



### Online learning

Learn and renew your benefits at your convenience with [wichealth.org](http://wichealth.org)



### In-person counseling

Make a date to talk with your nutritionist or breastfeeding peer counselor. Appointments are available to fit your schedule.

Your food benefits will be issued every 3 months which will ensure that you have quarterly options to connect with WIC for nutrition visits that meet the interests of you and your family.





## Breastfeeding Support

**You Can Do It! Plan for your breastfeeding success.**

**Learn about breastfeeding.** Read. Attend classes. Talk to your WIC Breastfeeding Peer Counselor and other breastfeeding supporters.

**Enlist help and plan ahead.** Share plans with your family and friends. Work with your doctor and employer to get the support and help you need to be successful.

**Be confident.** Most moms make the right amount of milk for their babies. Your milk is perfect for your baby at every stage of development.

**WIC Can Help! We're here to help moms succeed.**

You already know that breastfeeding is best for you and your baby. Did you know that 90% of Vermont moms start breastfeeding? Vermont WIC offers many services to help you succeed with your breastfeeding goals. Whether you're looking for support as you and your baby learn to breastfeed, or as you prepare to go back to work, you can rely on WIC to help you every step for the way.

- Extra WIC foods for breastfeeding moms
- Breastfeeding peer counselors
- Referrals to community lactation consultants and other support services
- Breast pumps
- Breastfeeding groups and classes

**Knowledge + Support + Confidence = Success**

"It was helpful knowing I had support at WIC when I needed it"

[healthvermont.gov/wic/food-feeding/breastfeeding](http://healthvermont.gov/wic/food-feeding/breastfeeding)



## Healthcare Referrals & Community Programs

WIC is part of your community, and your local WIC office is well-connected in the community and can strengthen your family by connecting you to things like:

- Pregnancy and pediatric care
- Finding a dentist
- Help quitting smoking for you and your baby
- Drug and alcohol abuse counseling
- Immunizations
- Other programs including Home Visiting, Head Start, and 3SquaresVT

When you join WIC, you will have access to all of these resources and benefits starting at pregnancy and continuing until your child's 5<sup>th</sup> birthday.



**Kids who stick with WIC until age 5 grow healthy, happy and smart.**

## Benefit Renewal



WIC provides healthy foods, nutrition education, breastfeeding support and healthcare referrals during your pregnancy and throughout your child's first five years.

There are two parts to maintaining your WIC benefits and keeping your WIC card active:

### Appointment twice each year

**Consultation and Income Review.** Meet with us to talk about topics related to your family's health and nutrition, and to learn about resources in your community. Once each year, we'll also review your income.

AND

### Activity twice each year

Complete a **Nutrition & Health Education Activity** in between each WIC appointments. Nutrition and health education is one of WIC's most important benefits. Your WIC office offers a variety of nutrition education and child development activities. You choose what and when you want to attend.



Join **wichealth.org**

### Do your nutrition education online!

You'll need your 6 digit WIC household ID number to create an account the first time you visit the site. If you don't have this, call your District Office.

#### Step 1: Set up your account

- Go to [wichealth.org](http://wichealth.org)
- Click the Start button in the First Time Here dialog box
- Select Vermont as your Local WIC Information
- Choose your Agency (Agency = your WIC Office)
- Choose your Clinic (Clinic = your WIC Office)
- Enter your 6 digit household ID (My number is: \_\_\_\_\_)
- Enter your first name, date of birth and race/ethnicity
- Enter information about you and your child
- Click continue and fill in the fields for your account
- Save the information and begin the lesson of your choice!

#### Step 2: Choose a topic

##### Example lessons:

- Eat Well – Spend Less!
- Preparing for a Healthy Pregnancy
- Starting Your Infant on Solid Foods
- Make Meals and Snacks Simple
- Secrets for Feeding Picky Eaters

#### Step 3: Visit often

##### Any day, any time:

- Find and complete lessons anywhere you have internet access
- Use a computer or your smartphone
- Lessons count as your nutrition education

### What families are saying...

“Awesome website!! Lots of great information and very easy to follow”

“I can learn at my own pace, in the comfort of my own home.”

“I like that I get to choose the topic, and that I can do it anytime day or night.”

# Participant Rights and Responsibilities and Notice of Privacy Practices

## As a Vermont Women, Infants, and Children (WIC) Program participant, I understand the following:

1. WIC Certification periods vary by participant type:
  - a. pregnant women, until six weeks post-partum;
  - b. infants/breastfeeding women, through the month of the infant's first birthday;
  - c. children, for twelve month periods up to age five years; and
  - d. non-breastfeeding women, through six months post-partum.
2. When my and/or my child(ren)'s certification period ends, WIC Program benefits also end.
3. I will receive information about nutrition and health, including nutrition education, breastfeeding support, WIC foods, and referrals to other health services.
4. To continue my WIC benefits, attend all certification and nutrition education appointments.
5. I have the right to have information I give to the WIC program treated as confidential.

I understand that WIC participant information may be shared with the following programs: Home Visiting Programs, Foster Parent Services, Immunizations, and Pregnancy Risk Assessment Monitoring System (PRAMS). A separate Release of Information is required for WIC to share information with any other entity.

6. The Vermont Commissioner of Health may authorize use and disclosure of information about my participation in WIC for non-WIC purposes. Such information will be used by state and local WIC offices and the following programs ONLY for program administration, coordinating benefits with other programs and improving WIC services and activities.

7. Race/ethnicity information is collected for statistical reporting requirements only and does not affect my participation in the WIC Program. Standards for eligibility and participation in the WIC Program are the same for everyone, regardless of race, color, national origin, age, handicap, or sex.
8. WIC staff may verify information I have provided. If I provide false information, I may not get WIC benefits; I may have to pay back money for WIC foods already purchased; and I may be prosecuted under state and federal law.

## WIC Program Participant Rights:

- If I disagree with any decision that affects my WIC eligibility or benefits, I have sixty (60) days from the date of notice to file an appeal and ask for a fair hearing to present the reasons for objection by me or by my representative(s), such as a relative/friend/legal counsel or other spokesperson(s).
- Information to request a fair hearing may be obtained from any local WIC office or from the State WIC Office at: Vermont Department of Health, WIC Program, 108 Cherry Street, PO Box 70, Burlington, VT 05402-0070. You may also call us to request a hearing at 1-800-649-4357.
- Continuation of benefits may be requested pending the outcome of the fair hearing appeal. The request must be filed within 15 days from the date of my Notice of Ineligibility. However, no benefits can be continued beyond a participant's certification period.
- WIC is an equal opportunity program. If I believe I have been discriminated against because of race, color, national origin, sex, age or disability, I may contact the Secretary of Agriculture, Washington, DC, 20250 directly, or request assistance from the WIC staff to do so.

## WIC Program Participant Responsibilities:

1. To avoid loss of WIC benefits, I must attend all WIC appointments.
2. If I cannot make a WIC appointment, I will call in advance to reschedule. If I miss a recertification or nutrition education class, WIC benefits may be reduced.
3. I will notify WIC staff when I change my address or move to a different city or state so my WIC can be transferred to a different district or state.
4. WIC foods are for the participating family member. I will not sell or give my WIC benefits to anyone else and will contact WIC if I need to change my food benefits.
5. All formula/medical food exchanges must take place at the WIC office. Any unused infant formula must always be returned to the WIC office.
6. I will keep my WIC card in a safe place, and I will not give my personal identification number to anyone except someone who will make WIC purchases as my additional head of household or proxy.
7. If my Vermont WIC card is lost or stolen, I will report this to the WIC

office immediately. I understand that it is possible the current month's benefits will not be replaced.

8. I understand that WIC benefits are to be purchased only at WIC authorized stores within the month designated and consumed by the participant for whom they were issued, and that unused benefits do not carry over to future months.
9. I am responsible for training my additional head of household or proxy to use the card at the store.
10. I am responsible to ensure that my alternate shopper adheres to these same responsibilities.

Disqualification, suspension, prosecution, and cash recovery may occur for:

- A. Misuse of WIC benefits such as exchanging/selling or intending to sell the Vermont WIC card or food items purchased with WIC benefits verbally, in print, online, or by any other method for cash, credit, or non-food items;
- B. Purchasing/receiving foods not on the WIC Approved Foods List;
- C. Physical abuse, threat of physical abuse, or verbal abuse to WIC or grocery store staff.

The U.S Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.) If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov). Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.



# Tips for shopping with WIC

## Before you head for the grocery store:

- **Review your Family Food Benefits** list and use this guide to identify your favorite WIC brands. Plan menus and make your grocery list.
- **Pay particular attention to the specific sizes of allowed products.**

## Things to take with you to the store:

- *this* Food Guide
- WIC card
- Coupons or store card
- Grocery list
- Reusable bags
- WICShopper app

## Shop at participating grocery stores.

Not all products are available in every store. If there is a WIC item you would like your store to add, ask them at the customer service desk.

**Contact your WIC office for a complete list of WIC-approved stores.** Shopping resources and store lists are also available at [healthvermont.gov/wic/eWIC.aspx](http://healthvermont.gov/wic/eWIC.aspx).



**The Shopping with WIC video** shows you the basics of shopping with your WIC card. Watch it on YouTube or at [healthvermont.gov/wic/shop\\_eWIC.aspx](http://healthvermont.gov/wic/shop_eWIC.aspx)



**Use the WICShopper smartphone app** to identify the correct products in the store. Download it from the App Store or Google Play.

## Handle your WIC card carefully.

Report a lost or stolen card immediately to your WIC office or customer service at 1-855-769-8890.

## Family Food benefit changes

Contact your local WIC office to make any changes to your benefits.

## WIC foods cannot be returned.

WIC foods cannot be returned to the store for cash or exchanged for other items.

# VERMONT WIC Food Guide

Effective August 2015



## Fruits & Vegetables

Provides a variety of vitamins, minerals and fiber

Amount \$11 per month for women  
\$8 for per month for each child

Size Any size containers, except single servings

Restrictions White potatoes: Fresh only  
No added sugars, fats or oils  
Canned fruits must be packed in juice, not syrup  
No herbs, spices, salad kits or party trays  
No dried fruits or vegetables  
No salsa, stewed tomatoes, tomato sauce or paste

Varieties Fresh, frozen or canned (see details next page)  
Regular or low sodium  
Organic allowed

**Any brand allowed**



## Fruits & Vegetables (continued)

**Fresh** Allowed: Any variety of fresh, organic or non-organic, fruits and vegetables, including fresh potatoes  
May be whole, cut, bagged or packaged

Not allowed: No salad bar items, salad kits, party trays with added food items (dip, dressing, nuts)  
No fruit baskets, dried fruits/vegetable  
No herbs, spices or edible blossoms

**Frozen** Allowed: Any brand and package type  
Any size (except single serving)  
Any organic or non-organic plain fruit or vegetable without added sugar or artificial sweetener

Not allowed: Products with non-fruit or vegetable ingredients (pasta, rice, cheese, etc)  
Vegetables with sauce

**Canned** Allowed: Any brand and container (can, jar, plastic)  
Any size except single serving  
Any organic or non-organic fruit or vegetable  
Any plain fruit or fruit mixtures packed in water or juice  
Any plain vegetable or vegetable mixtures

Not allowed: Fruit cocktails, fruit in syrup, fruit with added sugar  
Pickled or creamed vegetables  
Salsa, sauce (pizza, spaghetti or tomato), stewed tomatoes or tomato paste



Use this chart to help estimate produce cost.

| Price per pound | Pounds |        |        |        |         |         |
|-----------------|--------|--------|--------|--------|---------|---------|
|                 | 1½     | 2      | 2½     | 3      | 3½      | 4       |
| \$0.69          | \$1.04 | \$1.38 | \$1.73 | \$2.07 | \$2.42  | \$2.76  |
| \$0.99          | \$1.49 | \$1.98 | \$2.48 | \$2.97 | \$3.47  | \$3.96  |
| \$1.49          | \$2.24 | \$2.98 | \$3.73 | \$4.47 | \$5.22  | \$5.96  |
| \$1.99          | \$2.99 | \$3.98 | \$4.98 | \$5.97 | \$6.97  | \$7.96  |
| \$2.49          | \$3.74 | \$4.98 | \$6.23 | \$7.47 | \$8.72  | \$9.96  |
| \$2.99          | \$4.49 | \$5.98 | \$7.48 | \$8.97 | \$10.47 | \$11.96 |

How can I help my child eat more fruits and vegetables?

**Share the adventure.** Try some new fruits and vegetables. Shop together and let your child choose.

**Cook together.** Teach your child to tear lettuce or add vegetable toppings to pizza.

**Eat together.** Let your child see you enjoying fruits and vegetables at meals and snacks.

**Take it with you.** Put apples, oranges or sliced veggies in your bag for quick snacks on the go.



Make the most of your benefit

**Celebrate the season.** Choose fresh vegetables and fruits that are in season for the best quality and flavor.

**Try canned or frozen.** For quick side dishes and less prep time, canned and frozen fruits and vegetables are convenient, easy to store and recipe ready.

**Buy in bulk when items are on sale.** For fresh vegetables or fruits

you use often, a large size bag is the better buy. Canned or frozen fruits or vegetables can be bought in large quantities when they are on sale, since they last much longer.

**Make it easy.** Buy whole vegetables and fruits. Wash, cut and keep in the refrigerator for ready-to-eat snacks or lunch box additions your family can enjoy anytime.



## Eggs

Good source of protein and iron

|              |                                                  |
|--------------|--------------------------------------------------|
| Size         | Medium and Large                                 |
| Restrictions | No enhanced or specialty (Omega-3)<br>No organic |
| Varieties    | Whole dozen, White or Brown                      |

**Any brand allowed**

## Milk

Good source of protein, calcium, and vitamins A & D

|              |                                                                              |
|--------------|------------------------------------------------------------------------------|
| Restrictions | No enhanced or specialty<br>No flavored<br>No organic<br>No Reduced-fat (2%) |
|--------------|------------------------------------------------------------------------------|

### Cow's milk

**Any brand allowed**

- Whole: For children 12–23 months
- Low-fat (1%) or Nonfat (skim)
- Lactose-free
- Shelf stable (UHT)
- Non-fat dry milk powder

Size:

Gallon, ½ gallon, quart  
Gallon, ½ gallon, quart  
Gallon, ½ gallon, quart  
Quart  
25.6 oz (makes 2 gallons)

### Goat's milk

**Meyenberg brand only**

- Whole fluid: For children 12-23 months
- Whole powdered: For children 12-23 months
- Low-fat (1%) fluid
- Low-fat (1%) powdered

Size:

½ gallon, quart  
12 oz (makes 3 quarts)  
Quart  
12 oz (makes 3 quarts)



## Cheese

Good source of protein and calcium

|              |                                                                                                        |
|--------------|--------------------------------------------------------------------------------------------------------|
| Size         | 8 oz and 16 oz                                                                                         |
| Restrictions | No imported or deli<br>No flavored<br>No organic<br>No string, shredded or individually wrapped slices |

Varieties **Block:** Cheddar, Colby, Colby Jack, Monterey Jack, Mozzarella  
Low-fat allowed (light, extra light, reduced fat, lite)

**Slices:** American

National brands allowed



Store brands allowed





## Tofu

Good source of protein and calcium

|      |                 |
|------|-----------------|
| Size | 14 oz and 16 oz |
|------|-----------------|

|           |                                                       |
|-----------|-------------------------------------------------------|
| Varieties | Silken, Soft, Firm, and Extra Firm<br>Organic allowed |
|-----------|-------------------------------------------------------|

|                         |  |
|-------------------------|--|
| Brands/Products allowed |  |
|-------------------------|--|

|                                                                                   |                                                                                                  |                                                                                   |                                                                                                                  |                                                                                            |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• Silken</li> <li>• Firm</li> <li>• Extra Firm</li> </ul> |  | <ul style="list-style-type: none"> <li>• Silken</li> <li>• Soft</li> <li>• Firm</li> <li>• Extra firm</li> </ul> | <ul style="list-style-type: none"> <li>• Lite</li> <li>- Silken</li> <li>- Firm</li> </ul> |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|



• Firm

## Soy milk Beverage

Good source of protein, calcium, and vitamin D

|      |                                          |
|------|------------------------------------------|
| Size | 64 oz Refrigerated<br>32 oz Shelf-stable |
|------|------------------------------------------|

|              |            |
|--------------|------------|
| Restrictions | No organic |
|--------------|------------|

|                               |  |
|-------------------------------|--|
| Brands/Sizes/Products allowed |  |
|-------------------------------|--|



64 oz Refrigerated  
(½ gallon)  

- Original
- Vanilla



32 oz Shelf-stable  
(1 quart)  

- Ultra Soy Original
- Ultra Soy Vanilla



64 oz Refrigerated  
(½ gallon)  

- Original

## Yogurt

Good source of protein and calcium

|      |                                                             |
|------|-------------------------------------------------------------|
| Size | 32 oz tubs<br>4 packs of 4 oz cups<br>8 packs of 2 oz tubes |
|------|-------------------------------------------------------------|

|           |                                                                                                                        |
|-----------|------------------------------------------------------------------------------------------------------------------------|
| Varieties | Whole milk yogurt: For children 12-23 months<br>Low-fat or Nonfat: For women and children 2-5 years<br>Organic allowed |
|-----------|------------------------------------------------------------------------------------------------------------------------|

|                         |  |
|-------------------------|--|
| National brands allowed |  |
|-------------------------|--|



32 oz tubs  

- Any flavor



2 lbs (32 oz) tubs  

- Plain
- Greek; Any flavor



32 oz tubs  

- Greek; Any flavor

8 packs of 2 oz tubes  

- Any flavor



32 oz tubs  

- All Naturals; Any flavor
- Oikos Greek; Any flavor



32 oz tubs  

- Greek; Any flavor



32 oz tubs  

- Smooth & Creamy; Any flavor
- Greek; Any flavor

4 packs of 4 oz cups  

- Greek; Any flavor

8 packs of 2 oz tubes  

- YoKids Squeezers; Any flavor

|                      |  |
|----------------------|--|
| Store brands allowed |  |
|----------------------|--|



32 oz tubs  

- Any flavor



32 oz tubs  

- Any flavor
- Taste of Inspirations Greek; Any flavor



32 oz tubs  

- Any flavor



32 oz tubs  

- Any flavor



## Beans, Lentils, Peas



Good source of protein, iron and fiber

|              |                                                                                                          |
|--------------|----------------------------------------------------------------------------------------------------------|
| Size         | 15 oz to 16 oz cans<br>1 lb package, dried                                                               |
| Restrictions | No added sugars, fats or oils<br>No added vegetables, fruits or meats<br>No soup mix                     |
| Varieties    | Canned or dried<br>Any type of mature beans, peas or lentils<br>Regular or low-sodium<br>Organic allowed |

Any brand allowed

## Peanut Butter

Good source of protein

|                         |                                                                                                                                                                                                                                                                                                                                                                                                      |               |            |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------|
| Size                    | 16 oz to 18 oz (plastic or glass jars)                                                                                                                                                                                                                                                                                                                                                               |               |            |
| Restrictions            | No reduced fat<br>No specialty peanut butters<br>No peanut butter spreads<br>No flavored or mix in ingredients                                                                                                                                                                                                                                                                                       | No low sodium | No organic |
| Varieties               | Smooth and Chunky                                                                                                                                                                                                                                                                                                                                                                                    |               |            |
| National brands allowed | <div>  <div>           No Simply Jif<br/>           No Natural Jif<br/>           No Reduced Fat Jif         </div> </div> <div>  <div>           No Skippy Natural<br/>           No Reduced Fat Skippy         </div> </div> |               |            |



No Organic

Store brands allowed

Any store brand



### Bean & Peanut Butter options:

If your Family Food Benefits list shows: **1 Peanut Btr/Beans/Peas** you can buy:



16 oz package dry  
beans, lentils, peas

OR



16-18 oz jar  
peanut butter

OR



4 cans 15-16 oz  
beans

## Canned Fish

Good source of protein

|                         |                                                                      |                                        |
|-------------------------|----------------------------------------------------------------------|----------------------------------------|
| Size                    | Mix and match up to 30 oz                                            |                                        |
| Restrictions            | Cans only, no pouches                                                |                                        |
| <b>Chunk light tuna</b> | Varieties:<br>Packed in water or oil                                 | Size:<br>5 oz                          |
| <b>Salmon</b>           | Varieties:<br>Packed in water or oil                                 | Size:<br>5 oz, 6 oz, 7.5 oz, and 15 oz |
| <b>Sardines</b>         | Varieties:<br>Packed in water or oil<br>(may include bones and skin) | Size:<br>3.75 oz                       |

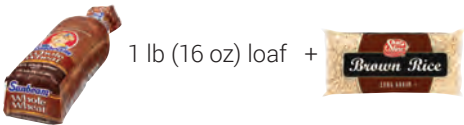
Any brand allowed

Whole grain choices:

When you select whole grains, choose bread, tortillas, rice or pasta up to the total ounces on your Family Food Benefits list (16, 32, 48 or 64 oz).


For example, you can buy 1 loaf of bread and 1 pound of brown rice to equal 32 ounces; or one 16 oz box of whole wheat pasta and one 32 oz bag of brown rice to equal 48 ounces.

32 oz =



1 lb (16 oz) loaf + 1 lb (16 oz) bag rice

48 oz =



16 oz box pasta + 32 oz bag rice

Teach your kids about healthy foods

Tell them how foods help them grow and make them strong.

- **Grains** give them energy to grow and learn.
- **Whole grains** have fiber to keep them healthy inside.
- **Vegetables and fruits** help them to fight sickness and stay fit.

- **Milk** makes their bones and teeth strong.
  - **Meats and beans** give them healthy blood and strong muscles.
- Best of all, show them by eating these foods yourself!



Whole Grain Bread

Good source of fiber

|      |              |
|------|--------------|
| Size | 16 oz (1 lb) |
|------|--------------|

|           |                               |
|-----------|-------------------------------|
| Varieties | 100% Whole Wheat, Whole Grain |
|-----------|-------------------------------|

National brands/products allowed



• Stone Ground Wheat



• 100% Whole Wheat



• 100% Whole Wheat



• Whole Wheat Honey & Oats  
• Whole Wheat Multi-Grain



• 100% Whole Wheat Stone Ground  
• 100% Whole Wheat Very Thin  
• Light Style, Soft Wheat



• Classic 100% Whole Wheat



• 100% Whole Wheat



• 100% Whole Wheat

Store brands/products allowed



• 100% Whole Wheat




• 100% Whole Wheat



• 100% Whole Wheat



• 100% Whole Wheat  
• No Salt Added 100% Whole Wheat



• 100% Whole Wheat

## Tortillas

Good source of fiber

|      |              |
|------|--------------|
| Size | 16 oz (1 lb) |
|------|--------------|

|           |                        |
|-----------|------------------------|
| Varieties | 100% Whole Wheat, Corn |
|-----------|------------------------|

Brands/Products allowed



- White Corn
- Whole Wheat
- Yellow Corn



- White Corn, Taco Style
- Whole Wheat, Fajita Style



- White Corn
- Whole Wheat



- Corn
- Whole Wheat
- Whole Wheat, Fajita



- Whole Wheat, Soft Taco
- Whole Wheat, Fajita
- Extra Thin Yellow



- Whole Wheat

## Brown Rice

Good source of fiber

|      |                                                    |
|------|----------------------------------------------------|
| Size | 14 oz to 16 oz packages<br>28 oz to 32 oz packages |
|------|----------------------------------------------------|

|              |                                     |
|--------------|-------------------------------------|
| Restrictions | No added sugars, fats, oils or salt |
|--------------|-------------------------------------|

|           |                                                                         |
|-----------|-------------------------------------------------------------------------|
| Varieties | Regular, Instant-cooking, Quick-cooking, Boil-in-bag<br>Organic allowed |
|-----------|-------------------------------------------------------------------------|

Any brand allowed

## Whole Wheat Pasta

Good source of fiber

|      |       |
|------|-------|
| Size | 16 oz |
|------|-------|

|           |                        |
|-----------|------------------------|
| Varieties | 100% Whole Wheat Pasta |
|-----------|------------------------|

Brands/Products allowed



- Whole Wheat
  - Elbows
  - Fusilli
  - Penne Rigate
  - Spaghetti



- Organic 100% Whole Wheat
  - Capellini
  - Fusilli
  - Orzo
  - Penne Rigate
  - Shells



- Whole Wheat
  - Elbows
  - Penne
  - Rotini
  - Spaghetti
  - Thin Spaghetti



- Organic Whole Wheat
  - Angel Hair
  - Spaghetti



- 100% Whole Wheat
  - Fettuccini
  - Spaghetti



- Whole Wheat
  - Angel Hair
  - Elbows
  - Spaghetti
  - Spirals
  - Thin Spaghetti



- Organic Whole Wheat
  - Penne Rigate



- 100% Whole Wheat
  - Spaghetti
  - Penne Rigate





## Cold Cereal

Good source of iron, B vitamins, and folic acid

Size 12 oz to 36 oz boxes

- Varieties
- Whole grain
  - Gluten-free
    - Non-whole grain

### National brands/products allowed

- |                                                                                     |                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <ul style="list-style-type: none"> <li>Cheerios Original</li> <li>Cheerios Multi-Grain               <ul style="list-style-type: none"> <li>Corn Chex</li> </ul> </li> <li>Rice Chex</li> <li>Wheat Chex</li> <li>Fiber One Honey Clusters</li> </ul> | <ul style="list-style-type: none"> <li>Kix Plain</li> <li>Kix Berry</li> <li>Total</li> <li>Wheaties</li> </ul>                                                                                                                   |
|    | <ul style="list-style-type: none"> <li>Corn Flakes</li> <li>Frosted Mini Wheats: Original, &amp; Little Bites</li> <li>Mini-Wheats (unfrosted)</li> </ul>                                                                                             | <ul style="list-style-type: none"> <li>Mini-Wheats Touch of Fruit in the Middle, Raspberry</li> <li>Rice Krispies (gluten free)               <ul style="list-style-type: none"> <li>Rice Krispies (plain)</li> </ul> </li> </ul> |
|  | <ul style="list-style-type: none"> <li>Banana Nut Crunch</li> <li>Grape Nuts</li> <li>Grape Nut Flakes</li> </ul>                                                                                                                                     | <ul style="list-style-type: none"> <li>Honey Bunches of Oats Honey Roasted</li> <li>Honey Bunches of Oats Vanilla Bunches</li> </ul>                                                                                              |
|  | <ul style="list-style-type: none"> <li>Life</li> <li>Oatmeal Squares Hint of Cinnamon</li> </ul>                                                                                                                                                      | <ul style="list-style-type: none"> <li>Oatmeal Squares Hint of Brown Sugar</li> </ul>                                                                                                                                             |

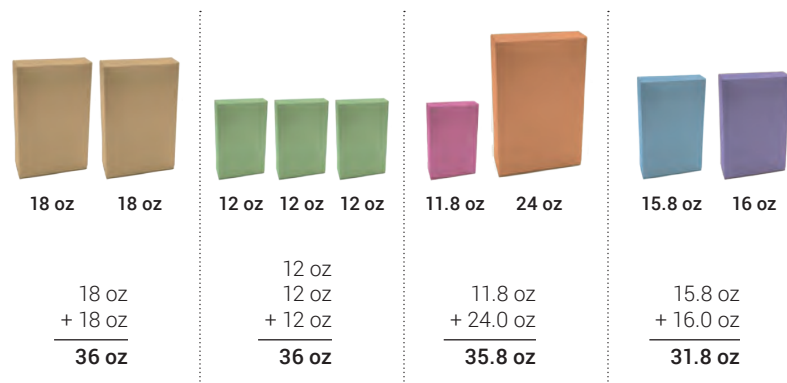
## Cold Cereal (continued)

### Stores brands/products allowed

- |                                                                                       |                                                                                                                                                                                               |                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <ul style="list-style-type: none"> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn Flakes</li> <li>Crispy Rice</li> </ul> </li> </ul>                               | <ul style="list-style-type: none"> <li>Frosted Shredded Wheat</li> <li>Nutty Nuggets               <ul style="list-style-type: none"> <li>Toasted Oats</li> </ul> </li> </ul>                               |
|    | <ul style="list-style-type: none"> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn Flakes</li> <li>Crispy Rice</li> <li>Crunchy Corn Squares</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Crunchy Rice Squares</li> <li>Frosted Shredded Wheat</li> <li>Nutty Nuggets               <ul style="list-style-type: none"> <li>Toasted Oats</li> </ul> </li> </ul> |
|    | <ul style="list-style-type: none"> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn flakes</li> <li>Crispy rice</li> </ul> </li> <li>Crunchy Nuggets</li> </ul>      | <ul style="list-style-type: none"> <li>Nutty Nuggets               <ul style="list-style-type: none"> <li>Tasteos</li> <li>Toasted Corn squares</li> <li>Toasted Rice Squares</li> </ul> </li> </ul>        |
|    | <ul style="list-style-type: none"> <li>Bite Size Frosted Shredded Wheat</li> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn Flakes</li> </ul> </li> </ul>          | <ul style="list-style-type: none"> <li>Corn Squares</li> <li>Crispy Rice</li> <li>Rice Squares</li> <li>Tasteos</li> </ul>                                                                                  |
|   | <ul style="list-style-type: none"> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn Flakes</li> <li>Crispy Rice</li> </ul> </li> </ul>                               | <ul style="list-style-type: none"> <li>Frosted Shredded Wheat</li> <li>Nutty Nuggets               <ul style="list-style-type: none"> <li>Toasted Oats</li> </ul> </li> </ul>                               |
|  | <ul style="list-style-type: none"> <li>Corn flakes</li> <li>Corn Squares</li> <li>Crisp Rice</li> <li>Frosted Shredded Wheat</li> </ul>                                                       | <ul style="list-style-type: none"> <li>Rice Squares</li> <li>Toasted Oats</li> <li>Wheat Squares</li> </ul>                                                                                                 |
|  | <ul style="list-style-type: none"> <li>Bran Flakes               <ul style="list-style-type: none"> <li>Corn Flakes</li> </ul> </li> </ul>                                                    | <ul style="list-style-type: none"> <li>Crisp Rice</li> <li>Frosted Shredded Wheat               <ul style="list-style-type: none"> <li>Toasted Oats</li> </ul> </li> </ul>                                  |

## Ways to buy up to 36 oz of cereal

You may combine cereals up to the total ounces on your Family Food Benefits list.



## Breakfast starts the day

**Eating breakfast gives children energy to learn.** If they don't eat, they get hungry and it is hard for



them to think or listen. Let them help you plan breakfast and set the table.



## Hot Cereals


Good source of iron and fiber

Size Varies; See Brands/Products below


Varieties  Whole grain  
 Gluten-free  
 • Non-whole grain

Brands/Products allowed





 Gluten-Free,  
14 oz




- 1 Minute, 28 oz
- 2½ Minute, 14 oz & 28 oz
- 10 Minute, 28 oz
-  Whole Grain (2½ min), 18 oz



-  Maple Oatmeal,  
14 oz
-  Vermont Style  
Oatmeal, 19 oz



-  Original Instant Oatmeal  
Packets, 11.8 oz

## Choose whole grain

**Make simple switches.** Try whole grains in place of refined-grain products. Eat 100% whole-wheat bread instead of white bread, and brown rice instead of white rice.

or with tomato sauce. Use corn tortillas for enchiladas and whole wheat tortillas for quesadillas.

**Try whole-wheat versions.** For a change, try whole-wheat pasta in macaroni and cheese,

**Be a good role model for children.** Set a good example for your children by serving and eating whole grains every day with meals or as snacks.



## 100% Juice For Kids

Good source of vitamin C

|      |                    |
|------|--------------------|
| Size | 64 oz Shelf-stable |
|      | 64 oz Refrigerated |
|      | 16 oz Frozen       |

Shelf-stable 64 oz  
National brands/products allowed



• Any flavor



• Any flavor



• Apple  
• Red Grape Juice  
• White Grape Juice



• Any flavor



• Any flavor



• Any flavor

Shelf-stable 64 oz  
Store brands/products allowed



• Apple  
• Grape  
• Berry Blend



• Cranberry Raspberry  
• Grape  
• White Grape



• Apple  
• Grape  
• Cranberry Raspberry



• Apple  
• Grape  
• Cranberry Raspberry



• All Natural Apple  
• Grape  
• Cranberry Raspberry

Refrigerated orange juice 64 oz  
Brands allowed



Frozen orange juice 16 oz  
Brands allowed



## 100% Juice For Women

Good source of vitamin C

|      |                          |
|------|--------------------------|
| Size | 48 oz Shelf-stable       |
|      | 11.5 oz and 12 oz Frozen |

Shelf-stable 48 oz  
National brands/products allowed



• Any flavor



• Any flavor



• Any flavor

Shelf-stable 48 oz  
Store brands/products allowed



• Apple  
• Grape  
• Vegetable

Frozen 11.5 oz, 12 oz  
Brands/Products allowed



• 100 % juice  
• Any flavor



• Orange juice  
• Country style  
• Original  
• Original w/ calcium  
• Pulp-free  
• Grapefruit juice



• Green peel strip  
• Any flavor



• Yellow peel strip  
• Any flavor



**Your baby is ready to try solid foods when he can do ALL of these things AND is around 6 months old:**

- Sit up with a just little support.
- Reach for things and put them in her mouth.
- Open his mouth to show he wants to eat.
- Close her mouth over her spoon and swallow her food.

## Infant Fruits & Vegetables




Provides a variety of vitamins, minerals and fiber

|                |                                                                                                                    |
|----------------|--------------------------------------------------------------------------------------------------------------------|
| Size           | 4 oz containers (single and 2 packs)                                                                               |
| Restrictions   | No added sugars, starches, rice or salt<br>No dinners<br>No pouches                                                |
| Varieties      | Stage 2 or 2 <sup>nd</sup> Foods<br>Any variety single fruit or vegetable<br>Any variety mixed fruit and vegetable |
| Brands allowed |                                                                                                                    |



## Infant Cereal

Good source of iron

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Size                    | 8 oz and 16 oz packages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Restrictions            | No added fruit, formula or vegetables                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Brands/Products allowed | <div>  <ul style="list-style-type: none"> <li>• Oatmeal</li> <li>• Rice</li> <li>• Multigrain</li> <li>• Oat &amp; Quinoa</li> </ul> </div> <div>  <ul style="list-style-type: none"> <li>• Whole Grain Oatmeal</li> <li>• Whole Grain Rice</li> <li>• Whole Grain Multigrain</li> </ul> </div> <div>  <ul style="list-style-type: none"> <li>• Oatmeal</li> <li>• Rice</li> <li>• Multigrain</li> <li>• Whole Wheat</li> <li>• Organic Brown Rice</li> <li>• Organic Oatmeal</li> </ul> </div> |

## Infant Meats

Good source of protein and zinc

|                |                                                 |
|----------------|-------------------------------------------------|
| Size           | 2.5 oz jars                                     |
| Restrictions   | No added sugar or salt<br>No dinners            |
| Varieties      | Stage 1 or 2 <sup>nd</sup> Foods<br>Any variety |
| Brands allowed |                                                 |





Vermont WIC  
Vermont Department of Health  
108 Cherry Street, PO Box 70  
Burlington, VT 05402

[healthvermont.gov/wic](http://healthvermont.gov/wic)

[wic@vermont.gov](mailto:wic@vermont.gov)  
1-800-649-4357

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